

Unit Membership Plan

Is the unit's BeAScout Pin up-to-date and active?

YES NO

New Member Coordinator Info

Individual managing BeAScout Pin, leads, and contact person on flyers

Name:

Phone:

Email:

TIP: Make sure they are registered with "Registration Inquiry" or "Key 3 Designee" in Organization Manager in my.scouting.org.

Current Youth Count:

Youth Expected from Crossover:

New Youth Goal:

Current Adult Count:

New Adult Goal:

Join Nights and Onboarding:

We strongly recommend that each unit plan one to two Join Scouting Nights as part of their recruitment goals. A Join Scouting Night is a focused event for new families, designed to introduce your unit, explain the Scouting program, and make it easy for youth to join.

Join Scouting Nights work best when they are well promoted, simple, and welcoming, and are followed by a scheduled onboarding meeting for new families. The onboarding meeting helps review expectations, calendars, uniforms, communication tools, and ways families can get involved.

Units that pair Join Scouting Nights with a follow-up onboarding meeting see stronger recruitment and better retention.

Join Night 1 Date:

Join Night 2 Date:

Join Night 1 Location:

Join Night 2 Location:

Join Night 1 Time:

Join Night 2 Time:

Join Night 1 Lead:

Join Night 2 Lead:

Onboard Meeting Date:

Onboarding Meeting Date:

By checking this box, we acknowledge that this goal sheet must be submitted to council to qualify for incentives through the Unit Growth Trail.

Recruitment Ideas

We recommend selecting 3–5 strategies from this list to incorporate into your unit's current recruitment plan. Choose options that fit your unit's capacity, complement your Join Scouting Night(s), and existing outreach. These strategies are supported by council resources, and additional recruitment ideas and tools are available for units that wish to expand their efforts.

Check	Lead Person
<input type="checkbox"/> Ask Council for resources	<input type="text"/>
<input type="checkbox"/> Recruit through local "feeder" units (bridging events, joint activities, invitations to unit events)	<input type="text"/>
<input type="checkbox"/> Host Invite-a-Friend activities (meetings, hikes, skills nights, special events)	<input type="text"/>
<input type="checkbox"/> Host informal open activities (hikes, game nights, interest meetings, social events)	<input type="text"/>
<input type="checkbox"/> Use youth-led peer recruitment (Scouts inviting friends to participate in meetings or Court of Honors)	<input type="text"/>
<input type="checkbox"/> Promote unit activities on social media (photos, highlights, adventure recaps, event reminders)	<input type="text"/>
<input type="checkbox"/> Participate in community events (parades, service projects, flag ceremonies, public programs)	<input type="text"/>
<input type="checkbox"/> Post events to community calendars (city, school, faith organizations, libraries, outdoor groups, neighborhoods)	<input type="text"/>
<input type="checkbox"/> Recruit siblings and aging-up youth Packs to Troops, Troops to Crews/Ships	<input type="text"/>
<input type="checkbox"/> Other: _____ _____	<input type="text"/>